ORDER

Orders Order / Rev: 714444 06320520 Alt Order #: AMERICAN CROSSROADS Product Desc: WKYC 1017 Estimate: 09/19/12 - 09/27/12 Joe Knauer Flight Dates: Primary AE: 09/18/12 / 09/18/12 Sales Office: Original Date / Rev: T-WAS Order Type: Political Sales Region: NAT Crossroads Media/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Suite 500 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: **American Crossroads** Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential,IS-Candidate/ Order Separation: 00:15:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/27/12	22	\$56,000.00	\$47,600.00

P-5

AGY, GEN, POL

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating	
September 2012	22	\$56,000.00	\$47,600.00	0.00	
Totals	22	\$56,000.00	\$47,600.00	0.00	

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	16%	\$56,000.00
Market	100%	\$350,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	27%	\$94,500.00
WJW	30%	\$105,000.00
WOIO	22%	\$77,000.00
WUAB	5%	\$17,500.00

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	s Rate Pri	Rtg Type S	pots	Amount
E 1 WKYC	09/21/12	2 09/21/12	LN (M-Su)	CM	11P-1135P	F	:30	1 \$3,500.00 P-5	0.00 NM	1	\$3,500.00
			Late News (M-Su))							
CH3 NE	WS @ 1	1P									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/	17/12	09/23/12	F	1	\$3,500.00	0.00					
E 2 WKYC	09/21/12	2 09/21/12	M-F 5-6a	CM	5a-6a	F	:30	1 \$1,000.00 P-5	0.00 NM	1	\$1,000.00
			Channel 3 News	@ 5AM							
CH3 NE	WS SUN	IRISE									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/	17/12	09/23/12	F	1	\$1,000.00	0.00					
E 3 WKYC	09/21/12	2 09/21/12	M-F 6-630p	СМ	6p-630p	F	:30	1 \$3,000.00 P-5	0.00 NM	1	\$3,000.00
			Channel 3 News a	at 6p							
CH3 NE	WS @ 6	Р									

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Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ys	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 3 WKYC	09/21/1	2 09/21/12	M-F 6-630p	CM	6p-630p		F	:30	1 \$3,000.00 P-5	0.00 NM	1	\$3,000.00
CH3 NE	:WS @ 6	P	Channel 3 News	at 6p								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	F	1	\$3,000.00	0.00						
E 4 WKYC	09/24/1	2 09/24/12	LN (M-Su)	CM	11P-1135P	M		:30	1 \$3,500.00 P-5	0.00 NM	1	\$3,500.00
CUO NE	WC @ 4	4 D	Late News (M-Su	۱)								
	WS @ 1	End Date	Wookdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	<u>Weekdays</u> M	<u> 5pots/week</u>	\$3.500.00	0.00						
E 5 WKYC			M-F 5-6a	CM	5a-6a	M		:30	1 \$1,000.00 P-5	0.00 NM	1	\$1,000.00
			Channel 3 News	@ 5AM								
	WS SUN				_							
Sta Week: 09/	rt Date	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E 6 WKYC			-112	CM	6p-630p	M		:30	1 \$3,000.00 P-5	0.00 NM	1	\$3,000.00
L O WKIO	03/24/1	2 03/24/12	Channel 3 News		ор озор	141		.50	1 ψ3,000.001 3	0.00 14101		ψ5,000.00
CH3 NE	WS @ 6	P		'								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	M	1	\$3,000.00	0.00						
E 7 WKYC	09/22/1	2 09/22/12	Sat 11-1135p LN SAT	CM	11-1130p		- S-	:30	1 \$3,500.00 P-5	0.00 NM	1	\$3,500.00
CH3 NE	WS @ 1	1P	LIVOAT									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	S-	1	\$3,500.00	0.00						
E 8 WKYC	09/20/1	2 09/27/12	M-F 11-1135p	CM	11-1135p	7	Γ	:30	1 \$3,500.00 P-5	0.00 NM	2	\$7,000.00
CH3 NE	:WS @ 1	1P	Channel 3 News	at 11p M-F								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	T		\$3,500.00	0.00						
Week: 09/		09/30/12	T		\$3,500.00	0.00						
E 9 WKYC	09/20/1	2 09/27/12	M-F 5-6a Channel 3 News	CM	5a-6a	7	[:30	1 \$1,000.00 P-5	0.00 NM	2	\$2,000.00
CH3 NE	WS SUN	NRISE	Charmer 5 News	@ JAIVI								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	T		\$1,000.00	0.00						
Week: 09/		09/30/12	T		\$1,000.00	0.00			4	0.00.104		# 0.000.00
E 10 WKYC	09/20/1	2 09/27/12	M-F 6-630p Channel 3 News	CM	6p-630p	T	1	:30	1 \$3,000.00 P-5	0.00 NM	2	\$6,000.00
CH3 NE	WS @ 6	P	Onamici 5 News	ат ор								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	T T	1	\$3,000.00	0.00						
Week: 09/		09/30/12	M-F 11-1135p	CM	\$3,000.00 11-1135p	0.00 - T		:30	1 \$3,500.00 P-5	0.00 NM	1	\$3,500.00
LII WKIC	09/23/1	2 09/23/12	Channel 3 News		11-1133p	- 1		.30	1 \$3,300.00F-3	U.UU INIVI	'	φ3,300.00
CH3 NE	WS @ 1	1P										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	-T		\$3,500.00	0.00						
E 12 WKYC	09/25/1	2 09/25/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	- T		:30	1 \$1,000.00 P-5	0.00 NM	1	\$1,000.00
CH3 NE	WS SU	NRISE	Charmer 5 News	₩ JAW								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	24/12	09/30/12	- T	1	\$1,000.00	0.00						
E 13 WKYC	09/25/1	2 09/25/12	•	CM	6p-630p	- T		:30	1 \$3,000.00 P-5	0.00 NM	1	\$3,000.00
CH3 NE	:WS @ 6	P	Channel 3 News	ат бр								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	- T		\$3,000.00	0.00						
E14 WKYC	09/19/1	2 09/26/12	M-F 11-1135p	CM	11-1135p	W-		:30	1 \$3,500.00 P-5	0.00 NM	2	\$7,000.00
OLIO NE	:WC @ 4	1D	Channel 3 News	at 11p M-F								
	WS @ 1	End Date	Weekdays	Spots/Week	Rate	Rating						
<u> Sta</u>	Date	בווט במוט	vvoordays	Spoto/ Work	Nato	rading					•	

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	s Rate Pri	Rtg Type	Spots	Amount
E14 WKYC	09/19/12	2 09/26/12	M-F 11-1135p	CM	11-1135p	W	:30	1 \$3,500.00 P-5	0.00 NM	2	\$7,000.00
			Channel 3 News	at 11p M-F							
CH3 NE\	WS @ 11	ΙP									
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1	7/12	09/23/12	W	1	\$3,500.00	0.00					
Week: 09/2	24/12	09/30/12	W	1	\$3,500.00	0.00					
E 15 WKYC	09/19/12	2 09/26/12	M-F 5-6a	CM	5a-6a	W	:30	1 \$1,000.00 P-5	0.00 NM	2	\$2,000.00
			Channel 3 News	@ 5AM							
CH3 NE\	WS SUN	RISE									
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1	7/12	09/23/12	W	1	\$1,000.00	0.00					
Week: 09/2	24/12	09/30/12	W	1	\$1,000.00	0.00					
E 16 WKYC	09/19/12	2 09/26/12	M-F 6-630p	CM	6p-630p	W	:30	1 \$3,000.00 P-5	0.00 NM	2	\$6,000.00
			Channel 3 News	at 6p							
CH3 NE\	WS @ 6F)									
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1	7/12	09/23/12	W	1	\$3,000.00	0.00					
Week: 09/2	24/12	09/30/12	W	1	\$3,000.00	0.00					

Totals 22 \$56,000.00